

APPROVED MINUTES

Town of Mansfield
Communications Advisory Committee
July 20, 2009, 7:00 pm
Audrey P. Beck Building, Conference Room B

I. Called to Order at 7:00 pm. Attending: T. Moran (chair); P. McGlamery; A. Booth; J. Blyskal (reporting).

II. Approval of Minutes: The June 15th minutes were approved.

III. Public Comment: None.

IV. Old Business:

A. Budget Process: no discussion

B. Membership Issues: discussion that we are authorized to have alternate, but no announcement or interest in alternate at this time.

C. Communications Channels: discussed template created by P. McGlamery; all present commented and supported use of form going forward; discussed and clarified use and instructions for form; discussed nature and extent of each publication, when published, by whom, and value of each publication; suggested a notes/misc section for the form and a summary section; discussed that the know-your-town fair is a face-to-face channel; P. McGlamery listed area schools that he has identified as channels along with churches; discussed that the only blog found so far is the Region 19 BOE Gazette; T. Moran suggested subcommittee on channels of communication with P. McGlamery to chair; goal is to have a plan by Mid-Sept.; subcommittee to consist of P. McGlamery, A. Booth, and J. Blyskal; P. McGlamery to email for dates for meeting of subcommittee.

D. Survey Results: T. Moran discussed results and solicited questions and goals for data gathered; 271 results total; only 22 acknowledged cable as form of communication and only 12 watched for town information; J. Blyskal suggested pie chart showing breakdown by channel of communication; discussion of demographics of those who attend town meetings.

E. Communications Policy Development:

i) Future surveys-what, where and when

ii) New resident welcome packets

iii) Mansfield Advocates for Children July 21 Breakfast

Meeting

iv) Heuristics

V. New Business

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iv) Heuristics-P.McGlamery discussed; may be difficult to make Mansfield website the only place for communications; but how do we determine how well the website communicates information?; T. Moran suggested focus group and that P.McGlamery discuss with Jaime Russell who is handling heuristics on website

VI: Reports: none

VII: Communications: none

VIII: Agenda for next meeting: Budget, Communication Channel Inventory, Survey Results, Communication Policy Development in more detail as per V. above

IX: Adjourned at 8:40 pm